

Message Text

UNCLASSIFIED

PAGE 01 RIO DE 03863 112105Z

16

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-06 RSC-01 DRC-01 USIA-15 /034 W

----- 098919

R 112020Z OCT 74

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 1545

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 3863

FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: AUTO SERVICING AND REPAIR EQUIPMENT CATALOG EXHIBIT

1. SUBJECT EXHIBIT HELD OFFICIALLY IN RIO DE JANEIRO OCTOBER 7-9, 1974, AND EXTENDED ONE DAY (OCTOBER 10) AT REQUEST OF GUANABARA STATE FUEL TRADERS ASSOCIATION (GAS STATIONS OWNERS). TOTAL OF 161 FIRMS PARTICIPATED IN EXHIBIT, WHICH WAS VISITED BY 32 PERSONS. VISITORS MADE 215 REQUESTS FOR CATALOGS AND INFORMATION. WE HELD NO RECEPTION SINCE WE BELIEVE IT WOULD HAVE ATTRACTED LITTLE ADDITIONAL AUDIENCE. INDUSTRY REPRESENTATIVE, BERNARD ZINOBER, ASSISTED VISITORS BY ANSWERING INQUIRIES ABOUT EQUIPMENT OFFERED BY US FIRMS AND ABOUT SOURCES OF SUPPLY FOR OTHER EQUIPMENT.

2. COMMENTS

(A) NUMBER OF EXHIBIT VISITORS WAS SMALL COMPARED TO OUR PROMOTIONAL EFFORTS. WE MAILED ABOUT 520 PROMOTIONAL KITS TO POTENTIAL TARGET AUDIENCE. A FOLLOW UP TELEPHONE CAMPAIGN TO 99 BLUE RIBBON PROSPECTS RESULTED IN NUMEROUS PROMISES TO ATTEND THE EXHIBIT. HOWEVER, ONLY A SMALL PERCENTAGE OF THESE PERSONS SHOWED UP.

(B) EXHIBIT PRODUCED, HOWEVER, FOLLOWING POSITIVE ASPECTS:

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 RIO DE 03863 112105Z

(I) INTEREST WAS SHOWN BY SOME VISITORS IN

REPRESENTING US FIRMS THAT PARTICIPATED IN THE EXHIBIT.

(II) THE EXHIBIT WAS USED BY SERMI OZ, REPRESENTATIVE OF HANNA INDUSTRIES, TO SUPPORT HIS SALES EFFORTS WITH A GROUP OF POTENTIAL CLIENTS. CONGEN OFFICER ATTENDING THE EXHIBIT EXPLAINED TO THE GROUP HOW FINANCING FOR THEIR EVENTUAL ORDERS MIGHT BE OBTAINED.

(III) VISIT BY OFFICIALS FROM THE COMPANHIA SIDERURGICA NACIONAL (NATIONAL STEEL MILL COMPANY) INTERESTED IN MODERNIZING THE COMPANY'S FACILITIES, WHICH SERVICE A FLEET OF ABOUT 400 VEHICLES.

(C) LESSER INTEREST THAN ANTICIPATED MAY BE ATTRIBUTED TO RECENT DECLINE IN DOMESTIC AUTOMOBILE SALES. CONSEQUENTLY, THE DEALERS, A MAJOR SEGMENT OF THE AUTOMOTIVE SERVICE INDUSTRY, ARE FACING PROBLEMS WHICH MAY HAVE DISSUADED THEM FROM THINKING ABOUT ADDING NEW SERVICE FACILITIES.

3. FINAL REPORT ON THE EXHIBIT WILL FOLLOW WITHIN SIXTY DAYS.
MILLER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974RIODE03863
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740291-0023
From: RIO DE JANEIRO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741052/aaaabsfz.tel
Line Count: 84
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 16 APR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16 APR 2002 by chappeld>; APPROVED <10 FEB 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AUTO SERVICING AND REPAIR EQUIPMENT CATALOG EXHIBIT
TAGS: BEXP, BR
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005